系所/年級：健管系碩士(健管) 2年級
課號/班別：33M00080 / C
學分數：3學分
選/必修：選修
科目中文名稱：健康照護機構實習
科目英文名稱：Practice in Health Care Organization
主要授課老師：王炳龍
開課期間：一學年之學期
人數上限：10人
已選人數：9人

起始週／結束週／上課地點／上課時間
第1週／第18週／H320／星期5第05節
第1週／第18週／H320／星期5第06節
第1週／第18週／H320／星期5第07節

請各位同學遵守智慧財產權觀念：請勿非法影印。

教學綱要

一、教學目標(Objective)
The broad objectives of the course are to prepare students to:
- introduce the current integrated value chain of health care delivery system.
- introduce the business model and strategic plan of health care organizations;
- introduce the leadership skill and team work of health care executives;
- introduce the updated medical quality management of health care organizations,
- introduce the current research articles related to health care business.

二、先修科目(Pre Course)
Healthcare delivery system Healthcare Marketing Management

三、教材內容(Outline)
The primary objective of the course Practice of Health Care Management is to provide students with a broad view of the healthcare business under healthcare system. The course emphasizes on both research and executive skills in the management of healthcare management.

四、教學方式(Teaching Method)
授課方式 Teaching Methods Lecture Case study Group discussion Presentation

五、參考書目(Reference)

2010/9/17 Courses Introduction
2010/9/24 An overview of Health Care Management and Business Plan
2010/10/1 Case study: Longevity Healthcare Systems Inc.
2010/10/8 Strategic Management in Health care

Behavior Change in Health
2010/10/8 Care
2010/10/15 Care 1: Allina Medical Group Case 2: Life Images: 3-D Ultrasound
2010/10/22 Marketing Management in Health Care
2010/10/29 Case 3: The Visiting Associate of the Greater Ledgerton Area
Case 4: HEALTHSOUTH Corporation
2010/11/5 Information Management in Health Care Organizations
Case 5: University of Texas Health Center at Tyler Case 6:
2010/11/12 Helicopter Emergency Medical Services at the Medical College
of Georgia Hospital and Clinics
2010/11/19 Term Paper Due (20%) Mid-Term Presentation
2010/11/26 Special Topic
2010/12/10 Case 7: Dr. Louis Michael: The Physician as Strategic Manager
Case 8: The Veterans Administration Medical Care System
2010/12/17 Accreditation and Performance Management for Health Care
Organizations
Case 9: Wills Eye Hospital: Can It Survive as an Independent?
2010/12/24 Case 10: Columbia/HCA Corporation: A Growth and Acquisition
Strategy
2010/12/31 Final presentation 期末報告 (20%)
2011/1/7 Final presentation 期末報告
2011/1/14 期末報告 Final Paper due (20%) Site visit
Courses Assignments/Evaluations Students enrolled in this course are required to complete the
following assignments/oral presentations/class participation: Assignments There will be two
assignments (research article and cases) covering text material, plus any additional information from
lectures. Each student will be assigned to present articles in class. Term Paper The instructor will
assign students to collect information about the environment analysis of specific health care
business for term paper. Final Paper The instructor will assign students to collect information about
health care business plan for final paper and presentation by each student.